

Breakfast Cereals in Croatia

Market Direction | 2024-11-14 | 18 pages | Euromonitor

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Report description:

In 2024, the breakfast cereals market in Croatia is increasingly leveraging the popularity of sports events and prominent athletes to boost brand visibility and consumer engagement. This trend is characterised by strategic partnerships between cereal brands and well-known sports figures, who act as ambassadors, promoting the health benefits and energy-boosting properties of these products. One of the most notable examples is the collaboration between Cokolino by Podravka and Dominik Livakovic, t...

Euromonitor International's Breakfast Cereals in Croatia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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